





# Home Green Up



**H**ome Green Up is a three-year Ontario government initiative funded under *jobsOntarioCapital*.

The initiative provides communities with financial support for a program of Home Green Up visits by locally trained advisors. The advisors make an on-site evaluation of each participating home and then prepare a list of recommended measures designed to reduce consumption of energy and water, reduce waste, prevent pollution — and reduce household operating expenses. Householders are provided with a link to local contractors, and have access to an innovative private-sector financing package for recommended home improvements.

Home Green Up is designed to motivate householders to take action that promotes a more efficient use of resources, saves money on utility bills and reduces the need to invest in upgrading local infrastructure. Home improvements resulting from Home Green Up visits also provide a boost to local economies by creating sales for retailers and jobs for tradespeople. And by expanding the market for environmental products, services and technologies,

Home Green Up helps to stimulate the growth of Ontario's important Green Industry sector.

Organizations with broad community participation and support are eligible to apply for funding. The Ministry of Environment and Energy provides financial assistance covering up to 50 per cent of eligible costs. The maximum annual contribution to a community will depend on the level of activity proposed but will not exceed \$750,000.

To become eligible for funding, communities must submit a proposal that meets the following criteria:

- ✿ At least 50 per cent of the total project cost must be secured in cash and/or in kind.
- ✿ Broad-based community support must be secured through the active participation of interested organizations.
- ✿ An accountable organizational structure must be in place.
- ✿ A detailed plan and budget must be provided which demonstrates that the project can be implemented in a cost-effective manner.
- ✿ The community must also have completed a planning exercise which identifies:
  - priority issues and key opportunities;
  - reduction targets for energy, water and waste; and
  - economic and environmental benefits for the community (e.g., job creation, increased sale of products and services).

Guidelines on preparing a proposal are available from the Ministry.

Financial assistance is available through the Green Communities Initiative to help communities develop a multi-sectoral strategic plan. Home Green Up projects could be a key component of the Green Communities Initiative, which is a broadly-based community program that provides an integrated approach to increasing energy and water efficiency, reducing waste and preventing pollution.

## FOR MORE INFORMATION CONTACT

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